

**THE EFFECTIVENESS OF
PROMOTIONAL STRATEGY IMPLEMENTED
BY ZOO MELAKA**

NUR SYAHIDAH BINTI AHAMAD

**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA**

APRIL 2008

ACKNOWLEDGEMENT

Alhamdulillah, praise to Allah, The All Mighty for giving me strength and inspiration towards completing this project as a requirement to obtain Bachelor in Business Administration (Hons) Marketing.

Many individuals have contributed their energy, expertise and time for this valuable project paper. Firstly, a million appreciations to my respected project advisor, Associate Professor Haji Nasir bin Haji Nordin, who has continuously and patiently, provide me with assistance, guidance and encouragement throughout the preparation of this project paper. Not forgetting, second examiner, Miss Noraznira bt. Abd. Razak for giving me support and precious advice.

I wish to extent my grateful appreciation to my practical training supervisor, Madam Suhainariddah bt. Abd. Rashid and Promotion Officer, Mr. Masri b. Mohd. Arop for giving me cooperation to finish this project paper. Not to be forgotten, all education staffs of Zoo Melaka, Mr. Muhammad Yushairi b. Ahmad Yusof, Mr. Fazran, Mr. Abu Bakar, Mr. Samad and Mr. Fuzi for their help, support, invaluable information and advises are most appreciated.

Heartfelt thanks to my beloved father, Ahamad b. Shahat, mother, [REDACTED] and my siblings who had given me a lot of moral and financial support in completing this project paper. Thanks as well for your love and patience in giving the courage to accomplish my studies. My deepest appreciation long to my special friend, Razali, for giving me strength and support when I was in Melaka. To all my friends especially Faiza, Hani, Umi, Lily, Fie, Tina and Mira, who are willingly to share all the tears and laughter throughout the memorable years in UiTM Melaka. Thank you for your love

TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vi
LIST OF FIGURE	vii
ABSTRACT	viii
 CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Company	3
1.3 Problem Statement	6
1.4 Research Questions	8
1.5 Research Objectives	8
1.6 Significance of Study	9
1.7 Limitations of Study	10
1.8 Definition of Terms	11
 CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	14
2.2 Promotion	14
2.3 Promotional Strategy	15
 CHAPTER THREE: THEORETICAL FRAMEWORK	
3.1 Introduction	20
3.2 The Model of Theoretical Framework	20
3.3 Dependent Variable	21
3.4 Independent Variables	21

CHAPTER FOUR: RESEARCH METHODOLOGY

4.1	Introduction	22
4.2	Research Design	22
4.3	Target Population	23
4.4	Sampling	23
4.4.1	Sampling Frame	24
4.4.2	Sampling Size	24
4.5	Data Collection Method	24
4.5.1	Primary Data	24
4.5.1.1	Structured Questionnaires	25
4.5.1.2	Personal Interviews	25
4.5.2	Secondary Data	25
4.6	Data Analysis and Interpretation	26

CHAPTER FIVE: RESULTS AND INTERPRETATIONS

5.1	Introduction	27
5.2	Reliability Test	27
5.3	Frequency Distribution	28
5.4	Respondent Profile (Section A)	28
5.5	Brief Description of Respondents	29
5.5.1	Age	29
5.5.2	Race	29
5.5.3	Gender	30
5.5.4	Marital Status	30
5.5.5	Occupation	31
5.5.6	Highest Level of Education	31
5.6	The Effectiveness of Promotional Strategies	32
5.7	Promotional Strategies (Section B)	34
5.7.1	Promotional Strategy-Advertising	34
5.7.2	Promotional Strategy-Sales Promotion	36
5.7.3	Promotional Strategy-Personal Selling	37
5.7.4	Promotional Strategy-Publicity	38

ABSTRACT

This research explores the effectiveness of promotional strategy implemented by Zoo Melaka. The dependent variable for this research is promotional strategy and the independent variables consist of advertising, sales promotion, personal selling and publicity. The research is conducted at Zoo Melaka where 50 questionnaires have been distributed. The questionnaires were distributed during the operational hours of zoo.

According to the research, the researcher found that the most acceptable promotional tool by visitors is television. Furthermore, in order to attract and encourage more visitors, Zoo Melaka should make aggressive promotion and offer more benefit for their member's club. Other than that, all staffs should have enough and deep knowledge regarding Zoo Melaka and also should make aggressive publicity for Zoo Melaka. Through the findings of the research, it can be concluded that all of the four components of promotional strategy implemented by Zoo Melaka is effective.